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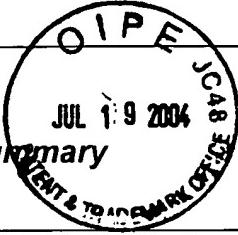
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/775,150	02/01/2001	Rowan R.J. Lawson	82221RLO	2446
25693	7590	07/07/2004	EXAMINER	
KENYON & KENYON (SAN JOSE) 333 WEST SAN CARLOS ST. SUITE 600 SAN JOSE, CA 95110			DURAN, ARTHUR D	
RECEIVED KENYON & KENYON SAN JOSE, CA			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 07/07/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

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Office Action Summary

Application No.	Applicant(s)	
09/775,150	LAWSON, ROWAN R.J.	
Examiner	Art Unit	
Arthur Duran	3622	NW

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
 - If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
 - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
 - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 01 February 2001.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-11 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

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Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____

DETAILED ACTION

1. Claims 1-12 have been examined.

Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

2. Claims 1-3 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. These claims are rejected under 35 U.S.C. 101 because these claims have no connection to the technological arts. The method claims do not specify how the claims utilize any technological arts. For example, no network or server is specified. To overcome this rejection, the Examiner recommends that the Applicant amend the claim to specify or to better clarify that the method is utilizing a medium or apparatus, etc within the technological arts. Appropriate correction is required.

As an initial matter, the United States Constitution under Art. I, §8, cl. 8 gave Congress the power to "[p]romote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries". In carrying out this power, Congress authorized under 35 U.S.C. §101 a grant of a patent to "[w]hoever invents or discovers any new and useful process, machine, manufacture, or composition or matter, or any new and useful improvement thereof." Therefore, a fundamental premise is that a patent is a statutorily created vehicle for Congress to confer an exclusive right to the inventors for "inventions" that promote the progress of "science and the useful arts". The

phrase "technological arts" has been created and used by the courts to offer another view of the term "useful arts". See *In re Musgrave*, 167 USPQ (BNA) 280 (CCPA 1970). Hence, the first test of whether an invention is eligible for a patent is to determine if the invention is within the "technological arts".

Further, despite the express language of §101, several judicially created exceptions have been established to exclude certain subject matter as being patentable subject matter covered by §101. These exceptions include "laws of nature", "natural phenomena", and "abstract ideas". See *Diamond v. Diehr*, 450, U.S. 175, 185, 209 USPQ (BNA) 1, 7 (1981). However, courts have found that even if an invention incorporates abstract ideas, such as mathematical algorithms, the invention may nevertheless be statutory subject matter if the invention as a whole produces a "useful, concrete and tangible result." See *State Street Bank & Trust Co. v. Signature Financial Group, Inc.* 149 F.3d 1368, 1973, 47 USPQ2d (BNA) 1596 (Fed. Cir. 1998).

This "two prong" test was evident when the Court of Customs and Patent Appeals (CCPA) decided an appeal from the Board of Patent Appeals and Interferences (BPAI). See *In re Toma*, 197 USPQ (BNA) 852 (CCPA 1978). In *Toma*, the court held that the recited mathematical algorithm did not render the claim as a whole non-statutory using the Freeman-Walter-Abele test as applied to *Gottschalk v. Benson*, 409 U.S. 63, 175 USPQ (BNA) 673 (1972). Additionally, the court decided separately on the issue of the "technological arts". The court developed a "technological arts" analysis:

The "technological" or "useful" arts inquiry must focus on whether the claimed subject matter...is statutory, not on whether the product of the claimed subject matter...is statutory, not on whether the prior art which the claimed subject matter purports to replace...is statutory, and not on whether the claimed subject matter is presently perceived to be an improvement over the prior art, e.g., whether it "enhances" the operation of a machine. *In re Toma* at 857.

In *Toma*, the claimed invention was a computer program for translating a source human language (e.g., Russian) into a target human language (e.g., English). The court found that the claimed computer implemented process was within the "technological art" because the claimed invention was an operation being performed by a computer within a computer.

The decision in *State Street Bank & Trust Co. v. Signature Financial Group, Inc.* never addressed this prong of the test. In *State Street Bank & Trust Co.*, the court found that the "mathematical exception" using the Freeman-Walter-Abele test has little, if any, application to determining the presence of statutory subject matter but rather, statutory subject matter should be based on whether the operation produces a "useful, concrete and tangible result". See *State Street Bank & Trust Co.* at 1374. Furthermore, the court found that there was no "business method exception" since the court decisions that purported to create such exceptions were based on novelty or lack of enablement issues and not on statutory grounds. Therefore, the court held that "[w]hether the patent's claims are too broad to be patentable is not to be judged under §101, but rather under §§102, 103 and 112." See *State Street Bank & Trust Co.* at 1377. Both of these analysis goes towards whether the claimed invention is non-statutory because of the presence of an abstract idea. Indeed, *State Street* abolished the Freeman-Walter-Abele test used in *Toma*. However, *State Street* never addressed the second part of the analysis, i.e., the "technological arts" test established in *Toma* because the invention in *State Street* (i.e., a computerized system for determining the year-end income, expense, and capital gain or loss for the portfolio) was already determined to be within the technological arts under the *Toma* test. This dichotomy has been recently acknowledged by the Board of Patent Appeals and Interferences (BPAI) in

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affirming a §101 rejection finding the claimed invention to be non-statutory. See *Ex parte Bowman*, 61 USPQ2d (BNA) 1669 (BdPatApp&Int 2001).

In the current application, no technological art (i.e., computer, network, server) is being utilized by claims 1-3. At least one step of the body of the claims must explicitly utilize the technological arts. The ‘recorded session’ in claim 1 can be performed manually by a user with paper and pencil, the ‘program’ can be interpreted to be a strategy for marketing, etc.

Appropriate correction is required.

Claim Rejections - 35 USC § 112

3. Claim 9 has grammatical or idiomatic errors. Claim 9 step d) states, “the user accessing the CD to the network to permit access to the products or services.”

However, this language does not make any sense. Step d) can read “the user utilizing the CD to access the network to permit access to the products or services” or “the user connecting the CD to the network to permit access to the products or services” or some other more clear language. However, as it is now, Claim 9 step d) does not make clear or logical sense.

Appropriate correction is required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this

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subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claim 1-6, 8-11 are rejected under 35 U.S.C. 102(e) as being anticipated by Christensen (6,035,280).

Claim 1, 4, 8, 9: Christensen discloses a method of customizing a CD having one or more recorded session(s) and having a writeable portion to permit user access to product or services provided over a network, comprising the steps of

- a) providing in a recorded session a program for marketing or sales of one or more particular products or services and a subroutine which permits an identified user to have access to the product or services (col 7, lines 50-61; col 8, lines 40-46; col 6, lines 30-35; col 21, lines 45-52);
- b) writing information in the writeable portion pertaining to a particular user selected from a plurality of potential users of the product or services described in a recorded session, such information including data which particularly identifies the particular user (col 7, lines 50-61; col 12, lines 45-55; col 8, lines 44-49; col 13, lines 42-48; Fig. 3; col 19, lines 17-25; col 22, lines 31-42);
- c) delivering the CD with the user-identified data to the particular user (col 6, lines 30-35; col 5, line 65-col 6, line 4;) and
- d) the user accessing the CD to the network to permit access to the products or services (col 8, lines 40-46).

Christensen further discloses that wherein a subroutine is provided in the session to permit access to the written information in the writeable portion (col 7, lines 48-56).

Claim 2, 5, 10: Christensen discloses the method of claim 1, 4, 9, and Christensen further discloses that more than one particular users are selected from the plurality of users and each of the particular users is provided with a recordable medium with the identifying data for such user (col 7, lines 50-61; col 12, lines 45-55; col 8, lines 44-49; col 13, lines 42-48).

Claim 3, 6, 11: Christensen discloses the method of claim 2, 4, 9, and Christensen further discloses including the step of using the identification information to particularly write on another medium information related to that user (col 6, lines 50-55; col 5, line 65-col 6, line 7; Fig. 3; col 19, lines 17-25; col 22, lines 31-42).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claim 7 is rejected under 35 U.S.C. 103(a) as being unpatentable over Christensen (6,035,280) in view of Ebisawa (5,946,664).

Claim 7: Christensen discloses the method of claim 6.

Christensen discloses the utilization of multiple mediums which contain information related to the product or services (col 8, lines 20-60; col 21, lines 45-51).

Christensen does not explicitly disclose that the another medium is an optical disc.

However, Ebisawa discloses the utilization of a recordable medium which is an optical disk and the recording of advertising information on optical disk (col 7, lines 5-12; col 7, lines 24-30).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Ebisawa utilization of optical disk to Christensen's utilization of a variety of recordable mediums. One would have been motivated to do this in order to provide a range of flexible recording mediums.

Conclusion

The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- a. Iida (JP 10240828 A) discloses providing a diskette with advertisements that links to a website.
- b. Langheinrich (6,654,725) discloses providing targeted advertising and linking to a website.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (703)305-4687. The examiner can normally be reached on Mon- Fri, 7:30-4:00.

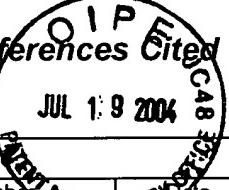
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (703)305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Arthur Duran
Patent Examiner
6/21/04

Notice of References Cited 		Application/Control No. 09/775,150	Applicant(s)/Patent Under Reexamination LAWSON, ROWAN R.J.	
		Examiner Arthur Duran	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,035,280	03-2000	Christensen, Scott N.	705/14
	B	US-5,946,664	08-1999	Ebisawa, Kan	705/14
	C	US-6,654,725	11-2003	Langheinrich et al.	705/14
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

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FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	JP 10240828 A	09-1998	Japan	IIDA, SHOICHI	G06F 17/60
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

PAT-NO: JP410240828A
DOCUMENT-IDENTIFIER: JP 10240828 A
TITLE: ADVERTISEMENT DISTRIBUTION SERVICE SYSTEM
PUBN-DATE: September 11, 1998

INVENTOR-INFORMATION:

NAME
IIDA, SHOICHI

ASSIGNEE-INFORMATION:

NAME	COUNTRY
NET BIRETSUJI KK	N/A

APPL-NO: JP09060149

APPL-DATE: February 28, 1997

INT-CL (IPC): G06F017/60, G06F013/00 , G06F015/00 , G09F027/00 , G09G005/00

ABSTRACT:

PROBLEM TO BE SOLVED: To provide advertisement information complying with dynamic needs to user sides at any time by sending the advertisement information corresponding to the dynamic needs to respective user sides according to the frequency of real-time access use of dynamic log data by the users.

SOLUTION: Dynamic log data corresponding to information on access through application communication software 5 is recorded and managed by a center server 3 by using a CD-ROM 2 as a recording medium for each user. According to the frequency of real-time access use of the dynamic log data by a user, a advertisement information complying with dynamic needs is provided by a control information sending means from the center server 3 for each user side. Namely, the center server 3 can recognize the dynamic needs of the user by combining states of various Internet site use and cross all kinds of characteristic to deliver advertisement so that target are narrowed down.

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